

# **ISSUES REPORT**

**FOX 17 WXMI**

**Fourth Quarter**

**October 1, 2010 – December 31, 2010**

**ISSUES REPORT**  
**FOX 17 WXMI 4<sup>th</sup> QUARTER**  
**October 1, 2010 – December 31, 2010**

Listing of issues and some "Fox 17 News" stories designed to focus on these ideas.

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1. **ARTS & CULTURE:**

- A. **"Princess Diana Exhibit"** 11/09/10 2:01 6 pm  
A new exhibit at the GRAM is dedicated to the life of Princess Diana.
- B. **"Calvin Fine Arts"** 10/20/10 0:23 8 am  
Calvin College is celebrating its new Fine Arts Center in Grand Rapids. It is 40,000 square feet larger than the original, adding a new recital hall, art gallery, and more space for practice and teaching.
- C. **"Native American Culture Day"** 11/06/10 0:30 10 pm  
The Grand Rapids Public Museum hosted "Native American Culture Day" with the goal of educating people about their culture and to get them involved.
- D. **"Taste of Africa Open House"** 10/16/10 1:59 10 pm  
The Taste of Africa is an opportunity for West Michigan to mingle with its African brothers and sisters and lift the shroud of mystery that sometimes envelopes cultures from another continent.

2. **CRIME & SAFETY:**

- A. **"Grand Rapids Burglaries"** 10/29/10 1:59 10pm  
Police are looking for suspects and answers regarding a huge spike in burglaries in the Grand Rapids area – over 200 in one month.
- B. **"Juvenile Crime Report"** 10/28/10 0:50 10 pm  
Police in Grand Rapids released new figures showing a 10% drop in juvenile crime.
- C. **"Kentwood Online Crimes"** 10/20/10 0:33 6 pm  
The Kentwood Police Department is now offering a step-by-step online process to report offenses, from harassment to identity theft.
- D. **"Halloween Safety Tips"** 10/29/10 0:30 5 am  
We go over Halloween safety tips to keep children safe while trick-or-treating.

3. **DRUGS & ALCOHOL:**

- A. **"Michigan Super Drunk law"** 11/01/10 0:33 10 pm  
The new super drunk law increases penalties for drivers who are caught driving with blood alcohol content more than .17.

- B. **“Michigan Energy Drinks Ban”** 11/04/10 0:27 10 pm  
The state liquor control board announced that energy drinks pre-mixed with alcohol are banned until more research is done on them.
- C. **“Kentwood Pharmacy Raid”** 11/03/10 2:48 6 pm  
Kentwood Pharmacy is accused of taking drugs that were not used because the patient died or never picked it up, then repackaging and distributing them at nursing homes in the area.
- D. **“Wyoming Marijuana Lawsuit”** 11/10/10 0:37 6am  
A licensed medical marijuana patient has filed a lawsuit in Kent County because the City Council decided to ban the use of the drug, even for medicinal purposes.

4. **ECONOMY:**

- A. **“Section 8 Housing Vouchers”** 10/04/10 1:07 6 pm  
Hundreds of people lined up outside the housing commission in Battle Creek for Section 8 vouchers. Due to the bad economy, the turn-out was more than expected.
- B. **“Halloween Stores”** 10/25/10 2:02 6 pm  
Although Halloween stores are only in business for about a month and a half, they do provide a nice boost to the economy.
- C. **“Starving Pets”** 10/29/10 0:40 6 am  
Animals in West Michigan are still seeing the brunt of the bad economy. Many are neglected and abandoned when their owners can no longer afford to care for them.
- D. **“Daniels Closing”** 12/28/10 0:41 10 pm  
Another sign of a tough economy, Daniels and Roger’s Big and Tall will close in January. The stores came from Rogers Department Store that opened more than 50 years ago.

5. **EDUCATION:**

- A. **“Teachers Wish List”** 11/01/10 2:30 6 pm  
A special education teacher posted her students “wish list” on a website where teachers can post a wish list of needed teaching items, and was humbled when her list was fulfilled.
- B. **“MSU Med School Partnership”** 10/25/10 0:32 5 am  
Michigan State’s College of Human Medicine is partnering with Aquinas, Calvin, and Hope College to create an early assurance program for pre-med students.

- C. **“GRPS Vision Conference”** 10/30/10 0:55 10 pm  
Parents, teachers, and district leaders all weighed in on the future of education in Grand Rapids at the Grand Rapids Public Schools Visioning Conference.
- D. **“The Discovery Program”** 12/30/10 1:04 7 am  
At Schoolcraft Elementary, students are using computer technology to bring their original stories to life.

6. **EMPLOYMENT:**

- A. **“Israel’s Last Day”** 12/29/10 1:32 6 pm  
Israel’s and Kingman’s are shutting their doors after 170 years combined, with 150 people losing their jobs. But Gorman’s Furniture is looking to move into the location, possibly saving 40 jobs.
- B. **“Pink Slip Party”** 10/18/10 2:01 10 pm  
A pink slip party is a networking fair where unemployed people meet with recruiters in a casual environment.
- C. **“Unemployed Family Start Coffee Shop”** 11/08/11 3:04 6 pm  
The Parker family started a coffee shop when they could not find a job, and now the community is stepping in to help getting the shop up and running.
- D. **“Finding Employment”** 12/4/10 1:22 10 pm  
We talk to an unemployed single mom who after a year and a half finally found a job. She gives her advice to others that are still unemployed.

7. **ENVIRONMENT:**

- A. **“Recycling Technology”** 12/27/10 1:48 6 pm  
There are several options for recycling your old electronics safely, without doing harm to the environment.
- B. **“Denison Dune Debate”** 12/01/10 1:59 10 pm  
The Denison property has been involved in legal battles since 2006 since it was purchased. Some of the land has been preserved, but the owner wants the rest developed and residents do not.
- C. **“Electric Car Zoning”** 11/16/10 1:09 10 pm  
In order to make West Michigan electric car friendly, 50 charging stations will be installed.
- D. **“Oil Spill Cleanup Lawsuit”** 11/09/10 0:40 10 pm  
A contractor working on the Enbridge oil spill says he was told to cover the oil, rather than clean it up. When he told the EPA, he was fired.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. **“Black Cop Convention”** 10/30/10 0:24 10 pm  
The Midwest Coalition of African American Police Officers annual conference took place at the Amway Grand Hotel, discussing networking, education, and mentoring.
- B. **“Slavery Exhibit”** 11/03/10 0:28 8am  
We talk with Jon McDonald, an artist who is depicting the history and emotion of slavery in an exhibit in Grand Haven.
- C. **“Holland Gay Rights”** 10/22/10 0:20 10 pm  
The City of Holland is working on a ban on discrimination against people in the workplace or housing market based on sexual orientation.
- D. **“Overturn Don’t Ask Don’t Tell”** 12/18/10 1:25 10 pm  
The senate voted to overturn the 17 year old “Don’t Ask Don’t Tell policy.

9. **FAMILY:**

- A. **“March of Dimes Story”** 11/8/10 4:32 6pm  
We share the story of one family’s struggle with triplets who were born very early, and how the March of Dimes helped them through this difficult time.
- B. **“Ronald McDonald Pay It Forward”** 11/6/10 2:43 10pm  
The Ronald McDonald house is a place for families to go when their children are receiving medical care at a hospital far from home. We talk to the many volunteers that work there.
- C. **“GRCM New Year’s Party”** 12/31/10 0:19 6 am  
We look at family friendly New Year options at the Grand Rapids Children’s Museum.
- D. **“Lowell Family Meal Gifts”** 12/24/10 1:46 10 pm  
A family from Lowell decided to take the money they would normally spend on gifts for themselves, and spend it for food for needy families instead.

10. **GOVERNMENT RESPONSIBILITIES:**

- A. **“Bullying Prevention Day”** 10/20/10 1:35 7am  
Governor Granholm is encouraging schools to start anti-bullying campaigns to help raise awareness.
- B. **“Foreclosure Freeze”** 10/15/10 0:33 7 am  
Governor Granholm is calling for a foreclosure freeze in Michigan when it was discovered that many homes were foreclosed when they shouldn’t have been.

- C. **“Granholm in Europe”** 10/13/10 0:20 6 am  
Governor Granholm traveled to France and Sweden to meet with company executives who might be interested in expanding in Michigan.
- D. **“Governor’s Race”** 10/28/10 1:01 7 am  
With 5 days left to campaign, the two candidates for Governor stopped in several West Michigan cities.

11. **HEALTH CARE:**

- A. **“GVSU Mary Free Bed Partnership”** 11/9/10 1:29 5 am  
A research partnership between GVSU and the rehabilitation hospital will allow West Michigan wounded veterans to get the specialized care they need close to home.
- B. **“Wings of Mercy”** 11/5/10 4:18 10 pm  
Wings of Mercy is an organization that for nearly two decades has helped people get to world class clinics for medical care by using volunteer pilots.
- C. **“Community Health Clinic Opens”** 12/24/10 0:30 6 pm  
Catherine’s Health Care moved into a new, larger home. It has more exam rooms and office space. The clinic offers immunizations, health education, and free screening for kids.
- D. **“Fast Food Study”** 11/17/10 4:00 8 am  
We talk to the Medical Director of Helen Devos Children’s Hospital about a new study that shows children eating at fast food restaurants more often, and the impact on their health.

12. **HOUSING/ HUNGER:**

- A. **“Holy Trinity Ladies”** 11/09/10 4:25 6 pm  
Each Wednesday at noon, hundreds of homeless, poor, or disadvantaged people gather at Veteran’s Park in downtown Grand Rapids where the ladies of Holy Trinity bring them food or clothing.
- B. **“Mel Trotter”** 11/5/10 4:34 6pm  
We go behind the scenes at Mel Trotter to see everything that needs to be done to make sure the homeless get a hot meal and a clean place to sleep.
- C. **“Greenville Food Help”** 12/29/10 1:47 6 pm  
Teachers and volunteers met at the Greenville High School cafeteria to help feed needy families during the winter break.
- D. **“God’s Kitchen at Christmas”** 12/25/10 2:01 10 pm  
Every year the volunteers help feed the homeless in Grand Rapids on Christmas Day, and this year the need was even bigger than last year.

13. **SPECIAL PROGRAMMING:**

- A.     **“Election Night Special”**                   11/02/10       60:00 9 pm
- B.     **“Presidential Press Conference”**   12/22/10       45:00 4:15 pm

14. **YOUTH & ELDERLY:**

- A.     **“Football Team Builds Ramp”**       11/9/10       4:33 10 pm  
The Fruitport football team donates their time to build wheelchair ramps for people in need. We talk to an elderly woman who they built a ramp for.
- B.     **“Zeeland Church Volunteers”**       12/20/10       1:31 5 am  
A Zeeland youth group posted a Craig’s List ad, hoping to find families who could use a little help over the holidays, and ended up picking three families to adopt over the holidays.
- C.     **“Ottawa Youth Center”**                   12/15/10       1:45 10 pm  
A new campus is being built in Ottawa County as a transitional shelter for homeless teens and runaways.
- D.     **“Helping the Elderly”**                   11/23/10       3:07 10 pm  
We gave a local resident some money to “pay it forward” to the community, and she decided to visit several senior homes and bought holiday presents for the elderly.

# COMMUNITY ISSUES/PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 4<sup>th</sup> Quarter  
October 1 – December 31, 2010

Listing of some of the Public Service Announcements aired.  
The Public Service Announcement list is updated monthly and the PSAs run in rotation.

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## 1. CRIME & SAFETY:

- |    |  |             |            |
|----|--|-------------|------------|
| A. | MAB/Gambling/Call Wife<br>Teaches the danger of gambling                                       | :30         | 11/5-12/31 |
| B. | West MI Silent Observer<br>Educates on Silent Observer is and does for West Michigan           | :30         | 10/1-12/31 |
| C. | Fire Safety<br>Teaches about the dangers of fire and what to do to prevent one                 | :30/:20/:15 | 10/1-10/31 |
| D. | MAB/Be Prepared<br>Encourages everyone to have a plan in case of emergency or natural disaster | :30         | 12/1-12/31 |

## 2. DRUGS & ALCOHOL:

- |    |   |         |             |
|----|---|---------|-------------|
| A. | High Driver<br>Partnership for a Drug Free America; advises the dangers of drugs              | :45     | 10/1-12/31  |
| B. | Alcoholics Anonymous<br>Promotes the local AA programs and encourages alcoholics to attend    | :60/:30 | 10/1-12/31  |
| C. | MAB/DFM Telltale Signs<br>Educates on the signs of drug abuse                                 | :30     | 11/1-12/31  |
| D. | MAB/Tobacco For the Kids<br>Educates about the dangers of second hand smoking                 | :30     | 12/1-12/31  |
| E. | Ad Council – Project Roadblock<br>Educates on the dangers of drunk driving and buzzed driving | :30/:60 | 12/26-12-31 |

## 3. EDUCATION:

- |    |   |             |            |
|----|---|-------------|------------|
| A. | Helping Others<br>Promotes helping others/strangers                           | :60/:45/:30 | 10/1-12/31 |
| B. | Classroom<br>Foundation for a Better Life teaching students cheating is wrong | :60/:30     | 10/1-12/31 |
| C. | Everyday Hero<br>Foundation for a Better Life appreciating teachers           | :60/:30     | 10/1-12/31 |



- |    |  |     |            |
|----|--|-----|------------|
| D. | MAB Career Fair                                  | :30 | 10/1-10/21 |
|    | Promotes a free career fair sponsored by the MAB |     |            |

4. **HEALTH & FITNESS:**

- |    |  |             |            |
|----|--|-------------|------------|
| A. | Colon Cancer Awareness   | :60         | 10/1-12/31 |
|    | Teaches the concerns of colon cancer and promotes going to the doctor  |             |            |
| B. | MAB/Pandemic Flu   | :30         | 10/1-11/30 |
|    | Warns about the dangers of the Flu and how to prevent it               |             |            |
| C. | Go Red for Women   | :30         | 10/1-12/31 |
|    | Educates about heart health for women                                  |             |            |
| D. | We Shall Be Free   | :90/:60/:30 | 10/1-12/31 |
|    | Promotes nature, exploring and getting outside to be active            |             |            |
| E. | MAB/Health Insurance Program   | :30         | 10/1-11-30 |
|    | Promotes the importance of health insurance with government assistance |             |            |

5. **OTHER:**

- |    |   |         |            |
|----|---|---------|------------|
| A. | Optimism  | :60/:30 | 10/1-12/31 |
|    | Encourages confidence and never giving up hope                    |         |            |
| B. | MAB/Reflection of Honor   | :30/:15 | 10/1-12/31 |
|    | National Guard  |         |            |
| C. | MAB/Storm   | :30     | 10/1-12/31 |
|    | National Guard  |         |            |
| D. | MAB/Guard   | :30     | 10/1-12/31 |
|    | National Guard  |         |            |
| E. | MAB/Helping Hand Website  | :30     | 10/1-10/31 |
|    | Promote a Michigan Government website to help people in the state |         |            |
| F. | Make A Wish Foundation  | :60/:30 | 10/1-12/31 |
|    | Promotes the Make A Wish organization and what they do            |         |            |
| G. | Breakaway   | :90/:60 | 10/1-11/30 |
|    | Foundation for a Better Life encouraging change for the better    |         |            |
| H. | Wet Cement  | :30     | 10/1-11/30 |
|    | Foundation for a Better Life encouraging patience                 |         |            |
| I. | Homecoming Queen  | :60/:30 | 10/1-11/30 |
|    | Foundation for a Better Life teaching beauty is on the inside     |         |            |

J.	The Race	:60/:30	10/1-12/31
	Foundation for a Better Life encouraging people to help others		

K. Deli :30:15 10/1-12/31  
Foundation for a Better Life encouraging people to pay a compliment

**FOX 17 ON-AIR TALENT APPEARANCES**  
**4<sup>th</sup> Quarter 2010**

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FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved as well as station employees. The following lists some of the appearances made during the fourth quarter of 2010.

<u>DATE</u>	<u>TALENT</u>	<u>EVENT</u>
10/9/10	Michele DeSelms	American Cancer Society Walk emcee Kalamazoo, MI
10/26/10	Tara Miller	Applebee's waitress benefit Make a Wish Foundation
11/13/10	Jon Shaner Emily Richett	Kalamazoo Holiday Parade
11/20/10	Hailey Frances	Rivertown Mall Holiday Festival emcee Children's Hospital benefit
11/20/10	Christian Frank Michele DeSelms	Grand Rapids Santa Parade
12/14/10	Tara Miller	Children's Holiday Shopping Tour hostess Grand Rapids Jaycees

**FOX 17 Special Projects**  
**4<sup>th</sup> Quarter 2010**

## **FOX 17 – Station Tours**

Throughout the 4<sup>th</sup> Quarter of 2010 FOX 17 has continued its commitment to service the community by offering free station tours. Organizations may schedule station tours to view what happens behind the scenes at FOX 17. Station tours give schools, scout groups, seniors, and many others a chance to ask questions, view the news room, control rooms, and the news studio. Tours are scheduled during regular working hours, from 9:00 AM – 4:00 PM and usually take about 20-30 minutes.

<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>ORGANIZATION</u></b>
10/8/10	10:30 AM	Cornerstone University Journalism Class
10/28/10	5:30 PM	Grand Rapids Community College Class
12/1/10	3:00 PM	Kent City Elementary Class
12/14/10	4:00 PM	Cub Scout Troop 3264
12/21/10	3:30 PM	Cub Scout Troop – Grand Rapids
12/29/10	2:00 PM	Cub Scout Troop - Rockford

## **FOX 17 Community Calendar**

Throughout the 4<sup>th</sup> Quarter of 2010 FOX 17 has continued its commitment to non-profit organizations throughout the community by maintaining the “FOX 17 ZooZag Community Calendar”. The ZooZag Community Calendar is a way for local organizations to have their charitable event publicized at no charge. The “FOX 17 ZooZag Community Calendar” is updated as soon as events are posted and featured on [www.fox17online.com](http://www.fox17online.com) under the Event Calendar tab of the homepage.

**On-line Schedule:**                      October 1 – December 31, 2010

## **School of the Week – Morning News**

Each week, while school is in secession, during the 4<sup>th</sup> Quarter of 2010 the FOX 17 Morning News program chose a local school to highlight everyday during the newscast. To become the School of the Week students are encouraged to log onto [www.fox17online.com](http://www.fox17online.com) and fill out the entry form including why they think their school is the best. The following is a list of schools that were recognized as the FOX 17 School of the Week in the 4<sup>th</sup> Quarter of 2010:

- Week of October 4<sup>th</sup> – Rogers High School, Wyoming
- Week of October 11<sup>th</sup> – Godwin Heights High School
- Week of October 18<sup>th</sup> – Rockford High School
- Week of October 25<sup>th</sup> – West Michigan Academy of Environmental Science
- Week of November 1<sup>st</sup> – Paramount Academy, Kalamazoo
- Week of November 8<sup>th</sup> – Jenison High School
- Week of November 15<sup>th</sup> – West Michigan Aviation Academy, Kentwood
- Week of November 22<sup>nd</sup> – Wayland High School
- Week of November 29<sup>th</sup> – Baldwin Heights Elementary, Greenville
- Week of December 6<sup>th</sup> – Zeeland East High School
- Week of December 13<sup>th</sup> – Thornapple Kellogg Middle School, Middleville
- Week of December 20<sup>th</sup> – Edgerton Upper Elementary, Howard City
- Week of December 27<sup>th</sup> – Schoolcraft Upper Elementary

**On Air Schedule:**                      October 1 – December 31, 2010 (Featured in news & Online)

## **FOX 17 Road Crew**

The FOX 17 Road Crew is comprised of a group of station employees who attend local events and go to local attractions. They are the face of FOX 17 at public events giving away various items and great prizes. The FOX 17 Road Crew attended the following events in the 4<sup>th</sup> Quarter of 2010:

<b><u>DATE</u></b>	<b><u>TIME</u></b>	<b><u>EVENT</u></b>
10/1/10	5-7p	Blitz Game of the Week Rockford High School at Fifth Third Ballpark
10/8/10	5-7p	Blitz Game of the Week Lowell High School
10/15/10	5-7p	Blitz Game of the Week Muskegon Catholic Central High School
10/22/10	5-7p	Blitz Game of the Week Muskegon Public High School
10/29/10	5-7p	Blitz Game of the Week Zeeland East High School



## **FOX 17 High School Blitz Game of the Week**

During the 4<sup>th</sup> Quarter of 2010 FOX 17 continued its support of local High School athletics by designating a High School varsity football game as our official, "Blitz Game of the Week". FOX 17 devotes 30 minutes solely to high school football and the Game of the Week home team during the FOX 17 Blitz Pre-Game Show. This is a LIVE show that takes place on location at the Game of the Week and includes a tail-gate event that the FOX 17 Road Crew hands out free spirit towels to fans as well as having register to win for an iPod Nano or Flip Camera, spin a prize wheel, and play Guitar Hero. FOX 17 continues the high school football coverage every Friday night after FOX 17 NEWS AT TEN on the FOX 17 Blitz Post Game Show. The following is a list of games that were visited in the 4<sup>th</sup> Quarter of 2010:

- October 1<sup>st</sup> – Rockford vs. Muskegon @ Fifth Third Ballpark
- October 8<sup>th</sup> – East Grand Rapids @ Lowell
- October 15<sup>th</sup> – Muskegon Heights @ Muskegon Catholic Central
- October 22<sup>nd</sup> – Grand Haven @ Muskegon Public
- October 29<sup>th</sup> – Fruitport @ Zeeland East

### **On Air Schedule:**

October 1 – November 27, 2010 (Featured in news & Online)

## **March of Dimes – Signature Chefs Auction**

Once again FOX 17 teamed up with the March of Dimes in 2010 for their annual Signature Chefs Auction on November 8<sup>th</sup> in the Steelcase Ballroom at DeVos Place downtown Grand Rapids. FOX 17 NEWS AT SIX anchors Christian Frank and Michele DeSelms served as co-hosts for the event and FOX 17 Morning News anchors Mike Avery and Sarah Brodhead assisted. At this fundraising event, participants enjoyed exquisite cuisine, a silent auction and an opportunity to bid on culinary experiences hosted by the Signature Chefs. FOX 17 encouraged viewers to attend the event by producing and airing promotional spots and mentioning the event during all newscasts. The Signature Chefs Auction had a web page on [www.fox17online.com](http://www.fox17online.com) with a link to the March of Dimes home page as well as the event being listed on the FOX 17 ZooZag Community Calendar.

### **On Air Schedule:**

October 11 – November 8, 2010 (on-air :30/:20/:15/:10, online and featured in both newscasts)

## **Making Strides Against Breast Cancer – Kalamazoo Walk**

FOX 17 teamed up with the American Cancer Society for their annual Making Strides Against Breast Cancer events here in West Michigan. FOX 17's Michele DeSelms volunteered as the emcee for the Kalamazoo Making Strides Against Breast Cancer Walk on Saturday, October 9<sup>th</sup> at the Arcadia Creek Festival Site. FOX 17 encouraged viewers to attend these noncompetitive walks and to help raise needed funds to fight breast cancer and to unite people of all ages with a common goal...to help save lives.

**On Air Schedule:**                      October 1 – October 9, 2010 (on-air :30/:20/:15/:10 and on-line)

## **Grand Rapids Symphony Symphonic Boom Series**

For the second time this year, FOX 17 partnered with the Grand Rapids Symphony to help promote their Symphonic Boom Series of concerts. FOX 17 produced spots that ran at no charge to promote the concerts and to build awareness for the Grand Rapids Symphony. FOX 17 also featured these concert series on [www.fox17online.com](http://www.fox17online.com) along with information on how to purchase tickets while including each event on the monthly FOX 17 ZooZag Community Calendars. The following concerts were sponsored by FOX 17 in the 4<sup>th</sup> Quarter of 2010:

- Lord of the Rings: The Two Towers – October 15, 2010
- Cirque de Noel with Cirque de la Symphonie – December 22, 2010

**On Air Schedule:**                      October 1 – December 23, 2010 (on-air and on-line)

# WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - FOURTH QUARTER 2010

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
Fox 17 Morning News	10/01/10	5am	4hrs	News	WXMI
"	10/4-8/10	5am	4hrs	News	WXMI
"	10/11-15/10	5am	4hrs	News	WXMI
"	10/18-22/10	5am	4hrs	News	WXMI
"	10/25-29/10	5am	4hrs	News	WXMI
"	11/1-5/10	5am	4hrs	News	WXMI
"	11/8-12/10	5am	4hrs	News	WXMI
"	11/15-19/10	5am	4hrs	News	WXMI
"	11/22-26/10	5am	4hrs	News	WXMI
"	11/29-12/3/10	5am	4hrs	News	WXMI
"	12/6-10/10	5am	4hrs	News	WXMI
"	12/13-17/10	5am	4hrs	News	WXMI
"	12/20-24/10	5am	4hrs	News	WXMI
"	12/27-30/10	5am	4hrs	News	WXMI
Fox 17 News At Six	10/01/10	6pm	30min	News	WXMI
"	10/4-7/10	6pm	60min	News	WXMI
"	10/08/10	6pm	30min	News	WXMI
"	10/11-14/10	6pm	60min	News	WXMI
"	10/15/10	6pm	30min	News	WXMI
"	10/18/10	6pm	60min	News	WXMI
"	10/20-21/10	6pm	60min	News	WXMI
"	10/22/10	6pm	30min	News	WXMI
"	10/25-28/10	6pm	60min	News	WXMI
"	10/29/10	6pm	30min	News	WXMI
"	11/1-5/10	6pm	60min	News	WXMI
"	11/8-12/10	6pm	60min	News	WXMI
"	11/15-19/10	6pm	60min	News	WXMI
"	11/22-26/10	6pm	60min	News	WXMI
"	11/29-12/3/10	6pm	60min	News	WXMI
"	12/6-10/10	6pm	60min	News	WXMI
"	12/13-17/10	6pm	60min	News	WXMI
"	12/20-24/10	6pm	60min	News	WXMI
"	12/27-30/10	6pm	60min	News	WXMI
Election Night Special	11/02/10	9pm	60min	News	Fox Broadcasting
Presidential Press Conference	#####	4:15pm	45min	News	Fox Broadcasting

**WXMI QUARTERLY NEWS & PUBLIC AFFAIRS REPORT - FOURTH QUARTER 2010**

<u>Program</u>	<u>Air Date</u>	<u>Time</u>	<u>Length</u>	<u>Type</u>	<u>Producer</u>
America's Most Wanted	10/02/10	9pm	1hr	PA	Fox Broadcasting
"	10/09/10	9pm	1hr	PA	Fox Broadcasting
"	11/06/10	9pm	1hr	PA	Fox Broadcasting
"	11/13/10	9pm	1hr	PA	Fox Broadcasting
"	11/20/10	9pm	1hr	PA	Fox Broadcasting
"	12/04/10	9pm	1hr	PA	Fox Broadcasting
"	12/11/10	6pm	1hr	PA	Fox Broadcasting
"	12/18/10	6pm	1hr	PA	Fox Broadcasting
Fox News Sunday	10/03/10	9am	1hr	News	Fox Broadcasting
"	10/10/10	9am	1hr	News	Fox Broadcasting
"	10/17/10	9am	1hr	News	Fox Broadcasting
"	10/24/10	9am	1hr	News	Fox Broadcasting
"	10/31/10	9am	1hr	News	Fox Broadcasting
"	11/07/10	9am	1hr	News	Fox Broadcasting
"	11/14/10	9am	1hr	News	Fox Broadcasting
"	11/21/10	9am	1hr	News	Fox Broadcasting
"	11/20/10	9am	1hr	News	Fox Broadcasting
"	12/05/10	9am	1hr	News	Fox Broadcasting
"	12/12/10	9am	1hr	News	Fox Broadcasting
"	12/19/10	9am	1hr	News	Fox Broadcasting
"	12/26/10	9am	1hr	News	Fox Broadcasting
Fox 17 News At Ten	10/01/10	10pm	45min	News	WXMI
"	10/2-7/10	10pm	60min	News	WXMI
"	10/08/10	10pm	45min	News	WXMI
"	10/9-14/10	10pm	60min	News	WXMI
"	10/15/10	10pm	45min	News	WXMI
"	10/16/10	11:11pm	49min	News	WXMI
"	10/17/10	11:34pm	46min	News	WXMI
"	10/18-19/10	10pm	60min	News	WXMI
"	10/20/10	11:07pm	53min	News	WXMI
"	10/21/10	11:26pm	39min	News	WXMI
"	10/22/10	10pm	45min	News	WXMI
"	10/24-26/10	10pm	60min	News	WXMI
"	10/27/10	11:46pm	44min	News	WXMI
"	10/28/10	11:26pm	37min	News	WXMI
"	10/29/10	10pm	45min	News	WXMI
"	10/30/10	10:07pm	53min	News	WXMI
"	10/31/10	11:30pm	30min	News	WXMI
"	11/01/10	11pm	60min	News	WXMI
"	11/2-4/10	10pm	60min	News	WXMI
"	11/05/10	10pm	45min	News	WXMI
"	11/6-24/10	10pm	60min	News	WXMI
"	11/25/10	10:18pm	63min	News	WXMI
"	11/26-30/10	10pm	60min	News	WXMI
"	12/1-31/10	10pm	60min	News	WXMI

1/4/2011

OCTOBER '10  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATE NIGHT AND SPORTS

9:41 AM

DATE	PROGRAM	DAY	TIME	ISOT	PSA DESCRIPTION	LENGTH
1-Oct-10	THE GOOD GUYS	FRI	9:53:03P	PSA2010NFL3010	ST JUDES PSA	:30
2-Oct-10	COPS	SAT	8:02:17P	PSA2010NFL3010	ST JUDES PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	1:48:44P	XNPI405230H	NFL PLAY 60/PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	2:46:12P	XNPI405230H	NFL PLAY 60/PSA	:30
3-Oct-10	NFL REGIONAL GAME	SUN	3:56:13P	XNPI165110H	NFL PLAY 60 "BUS"	:10
3-Oct-10	NFL REGIONAL GAME	SUN	7:11:06P	XNPI165110H	NFL PLAY 60 "BUS"	:10
3-Oct-10	AMERICAN DAD	SUN	9:38:42P	DET0404	PARTNERSHIP FOR A DRUGFREE AMERICA	:30
4-Oct-10	LIE TO ME	MON	9:11:02P	DET0404	PARTNERSHIP FOR A DRUGFREE AMERICA	:30
5-Oct-10	RUNNING WILDE	TUE	9:52:38P	DET0404	PARTNERSHIP FOR A DRUGFREE AMERICA	:30
6-Oct-10	HELLS KITCHEN	WED	8:23:32P	PSA2010NFL3010	ST JUDES PSA	:30
8-Oct-10	THE GOOD GUYS	FRI	9:53:59P	CNAT96304	AD COUNCIL/AUTISM/ERNIE ELS	:30
9-Oct-10	AMERICAS MOST WANTED	SAT	9:57:26P	CNAT96301	AD COUNCIL/AUTISM	:30
10-Oct-10	THE CLEVELAND SHOW	SUN	7:10:10P	CNAT96301	AD COUNCIL/AUTISM	:30
11-Oct-10	LIE TO ME	MON	9:12:54P	ZAEE0422000	NATIONAL ALLIANCE ON MENTAL ILLNESS	:30
12-Oct-10	RUNNING WILDE	TUE	9:38:01P	CNAT63.01	AD COUNCIL/AUTISM	:30
13-Oct-10	HELLS KITCHEN	WED	9:36:25P	PSAQ7AA2081	YUM BRANDS PSA	:30
15-Oct-10	THE GOOD GUYS	FRI	9:51:48P	PSA2010NFL3010	ST JUDES PSA	:30
17-Oct-10	NFL REGIONAL GAME	SUN	1:56:33P	XNPI405230H	NFL/PLAY 60	:30
17-Oct-10	NFL REGIONAL GAME	SUN	3:06:36P	XNPI405230H	NFL/PLAY 60	:30
17-Oct-10	NFL POSTGAME	SUN	7:21:32P	PSA2010NFL3030	ST JUDES V3	:30
17-Oct-10	NFL POSTGAME	SUN	7:28:44P	PSA2010NFL3030	ST JUDES V3	:30
18-Oct-10	LIE TO ME	MON	9:51:00P	CNAT93303	PSA/TON/ BRAXTON NEW ODDS	:30
19-Oct-10	RAISING HOPE	TUE	9:11:04P	0810RACE30	NATIONAL CAMPAIGN TEEN PREGNANCY	:30
24-Oct-10	NFL NATIONAL GAME	SUN	4:01:25P	XNPI165510H	NFL/PLAY60 "BUS" REVISED	:10
24-Oct-10	RS POSTGAME	SUN	4:22:27P	PSA2010NFL3010	ST JUDES PSA	:30
24-Oct-10	RS POSTGAME	SUN	4:34:37P	PSA2010NFL3010	ST JUDES PSA	:30
24-Oct-10	THE CLEVELAND SHOW	SUN	7:11:36P	PSAQ7AA2081	YUM BRANDS PSA	:30
25-Oct-10	HOUSE	MON	8:20:48P	PSAQ7AA2081	YUM BRANDS PSA	:30
26-Oct-10	RAISING HOPE	TUE	9:54:01P	PSAQ7AA2081	YUM BRANDS PSA	:30
29-Oct-10	THE GOOD GUYS	FRI	9:51:53P	PSAQ7AA2081	YUM BRANDS PSA	:30
31-Oct-10	NFL REGIONAL GAME	SUN	1:29:52P	XNPI405230H	NFL/PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	2:32:30P	XNPI405230H	NFL/PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	3:08:45P	XNPI405230H	NFL/PLAY 60	:30
31-Oct-10	NFL REGIONAL GAME	SUN	5:38:24P	XNPI405230H	NFL/PLAY 60	:30
31-Oct-10	NFL NATIONAL GAME	SUN	7:36:57P	PSA2010NFL3030	ST JUDES PSA	:30
31-Oct-10	NFL NATIONAL GAME	SUN	7:47:21P	PSA2010NFL3030	ST JUDES PSA	:30

1/4/2011

NOVEMBER '10  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

9:41 AM

DATE	PROGRAM	DAY	TIME	ISCI	PSA DESCRIPTION	LENGTH
3-Nov-10	HELLS KITCHEN	WED	8:54:05P	CNAT93303	PSA TONI BRAXTON	:30
6-Nov-10	COPS	SAT	8:02:17P	PSA2010NFL3010	ST JUDES PSA	:30
7-Nov-10	NFL NATIONAL GAME	SUN	1:12:03P	XNPI165510H	NFL PLAY 60 "BUS" REVISED	:10
7-Nov-10	RS POSTGAME	SUN	4:30:38P	PSA2010NFL3030	ST JUDES PSA	:30
7-Nov-10	SIMPSONS	SUN	7:22:45P	YDZT9173PSA	ONDCP	:30
9-Nov-10	RAISING HOPE	TUE	9:07:40P	0810DRUM15	PSA/TEEN PREGNANCY	:15
13-Nov-10	COPS	SAT	8:02:02P	PSA2010NFL3010	ST JUDES PSA	:30
14-Nov-10	NFL REGIONAL GAME	SUN	1:47:58P	XNPI405230H	NFL/PLAY 60	:30
14-Nov-10	NFL REGIONAL GAME	SUN	3:13:37P	XNPI405230H	NFL/PLAY 60	:30
14-Nov-10	NFL NATIONAL GAME	SUN	7:35:37P	XNPI165510H	NFL/PLAY 60 BUS REVISED PSA	:10
16-Nov-10	RAISING HOPE	TUE	9:55:13P	MNMPSA00105	PSA/MALARIA NO MORE	:15
19-Nov-10	HOUSE	FRI	8:52:45P	MNMPSA00105	PSA/MALARIA NO MORE	:15
20-Nov-10	COPS	SAT	8:21:49P	PSA2010NFL3010	ST JUDES PSA	:30
21-Nov-10	NFL NATIONAL GAME	SUN	3:49:51P	XNPI165510H	NFL/PLAY 60 BUS REVISED PSA	:10
21-Nov-10	SIMPSONS	SUN	7:40:45P	YDZT9133PSA	ONDCP, ORDINARY DAY	:30
25-Nov-10	THANKSGIVING PREGAME	THU	4:12:25P	XNPI405230H	NFL/PLAY 60	:30
25-Nov-10	NFL THANKSGIVING DAY GAME	THU	6:18:20P	PSA2010NFL3010	ST JUDES PSA	:30
25-Nov-10	NFL THANKSGIVING DAY GAME	THU	6:31:07P	XNPI405230H	NFL/PLAY 60	:30
27-Nov-10	FOX MOVIE	SAT	9:44:05P	18565B	GLOBAL FUND FIGHTING AIDS	:30
28-Nov-10	RS PREGAME	SUN	12:18:49P	XNPI405230H	NFL/PLAY 60	:30
28-Nov-10	NFL REGIONAL GAME	SUN	3:24:26P	XNPI405230H	NFL/PLAY 60	:30
28-Nov-10	NFL NATIONAL GAME	SUN	5:49:53P	XNPI405230H	NFL/PLAY 60	:30
28-Nov-10	NFL NATIONAL GAME	SUN	7:24:17P	PSA2010NFL3010	ST JUDES PSA	:30
28-Nov-10	NFL POSTGAME "OT"	SUN	7:53:49P	XNPI405230H	NFL/PLAY 60	:30
28-Nov-10	AMERICAN DAD	SUN	9:49:04P	MNMPSA00105	MALARIA NO MORE	:15



1/4/2011

DECEMBER '10  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

9:41 AM

DATE	PROGRAM	DAY	TIME	ISCI	PSA DESCRIPTION	LENGTH
1-Dec-10	HELLS KITCHEN	WED	9:43:32P	DMANIMATION15V1	PSA/KAISER/AIDS 2010	:15
3-Dec-10	THE GOOD GUYS	FRI	9:50:16P	DMANIMATION15V1	PSA/KAISER/AIDS 2010	:15
4-Dec-10	COPS	SAT	8:21:56P	18265B	GLOBAL FUND FIGHTING AIDS	:30
5-Dec-10	RS PREGAME	SUN	12:18:19P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	NFL REGIONAL GAME	SUN	1:10:14P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	NFL REGIONAL GAME	SUN	2:26:52P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	NFL REGIONAL GAME	SUN	3:28:01P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	NFL NATIONAL GAME	SUN	5:40:34P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	NFL NATIONAL GAME	SUN	7:29:22P	PSA2010NFL3020	NFL ST JUDES	:30
5-Dec-10	NFL NATIONAL GAME	SUN	7:39:54P	PSA2010NFL3030	ST JUDES V3	:30
5-Dec-10	NFL POSTGAME "THE OT"	SUN	7:54:00P	XNPI405230H	NFL/PLAY 60	:30
5-Dec-10	AMERICAN DAD	SUN	9:40:03P	YDZT9173PSA	ONDCP	:30
10-Dec-10	THE GOOD GUYS	FRI	8:52:04P	DMANIMATION15V1	PSA/KAISER/AIDS 2010	:15
11-Dec-10	AMERICAS MOST WANTED	SAT	9:57:47P	ZJWBC094	MARINES TOYS FOR TOTS	:30
12-Dec-10	RS PREGAME	SUN	12:17:32P	XNPI405230H	NFL/PLAY 60	:30
12-Dec-10	NFL NATIONAL GAME	SUN	2:00:12P	XNPI165510H	NFL PLAY 60 "BUS" REVISED	:10
12-Dec-10	RS NATIONAL POSTGUN	SUN	4:00:23P	PSA2010NFL3010	ST JUDES PSA	:30
12-Dec-10	RS POSTGAME	SUN	4:22:29P	XNPI405230H	NFL/PLAY 60	:30
12-Dec-10	FAMILY GUY	SUN	9:07:05P	YDZT0113PSA	ONDCP, NO BRAINER	:30
17-Dec-10	FOX MOVIE	FRI	9:37:02P	DMANIMATION15V1	PSA/KAISER/AIDS 2010	:15
18-Dec-10	COPS	SAT	8:13:34P	ZJWBC094	MARINES TOYS FOR TOTS	:30
19-Dec-10	NFL NATIONAL GAME	SUN	2:00:05P	XNPI165510H	NFL/PLAY 60	:10